



MARCH 2021

WPA Bulletin



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Calendar of Events

APRIL 23

WPA Spring
Board Meeting

MAY 31

Memorial Day
Office Closed

Feb 3, 2022

WPA Annual Convention
Casper

SEE PUBLIC NOTICES
PRINTED IN ALL OF
WYOMING'S
NEWSPAPERS

Visit
wyopublicnotices.com



PUBLIC NOTICES REMAIN IN NEWSPAPERS

"HARDLY ANYBODY VISITS LOCAL GOVERNMENT WEBSITES"

Senate File 17 was defeated on the Senate floor 20 to 9 (with one conflict) on March 5.

The bill would have removed public notice from newspapers on meeting minutes and salaries for cities, counties and school districts and require the information be posted only on the government entity's website.

Most of the discussion against the bill on first reading was about disenfranchising segments of Wyoming from access to the information. Many senators noted calls from their senior constituents asking to keep the notices in their newspapers. Sen. Wendy Schuler said that hardly anybody visits local government websites. Sen. Chris Rothfuss asked if savings were worth the cost of not informing people.

Sen. Bo Biteman pointed out that payments for county and town association dues can be higher than the entity spends on the entirety of their public notices. Sen. Ogden Driskill told the CoW (Committee of the Whole) that no government entities had gotten a hold of him to say that they wanted the bill, but he had received a lot of comments from constituents saying they did not want these notices taken away from their newspapers.

Sen. Tara Nethercott pointed out that the Corporations Committee supported the bill, and that it was not due to any lack of respect or value of the Fourth Estate, but because it was forcing a mandate that was outdated. She also suggested that newspapers should operate better because, in her opinion, the bill would pass in the future.

First reading of the bill included an amendment by Sen. Nethercott that allowed the government entities included in the bill to either publish the notices on their government website or a "qualified online publication." Nethercott explained to the CoW that the amendment was for legitimate news sources for communities online. The amendment failed with only 10 yes votes.

Sen. Affie Ellis asked the CoW to "sleep on it," give it another look and keep the bill alive. After the vote was called for, declared that the no's had it and division was called, Sen. Ellis could be seen motioning to her fellow senators to stand up in favor. The bill then moved forward on first reading with 15 'yes' votes and 12 'no' votes.

During second reading Sen. Ellis brought forward an amendment that would keep the requirement for publishing in newspapers and would also require that government entities post notices on their websites.

Sen. Nethercott said that if this amendment helped walk "us" down the path of information online and start "us" where "we" need to be in the future, she was in favor of it, even if it added a cost burden.

Sen. R.J. Kost suggested a sunset on the newspaper requirement, stating it was a good step towards moving things where they needed to be.

Sen. Charlie Scott said that the bill was supposed to save money to counties and cities and the amendment would defeat that purpose.

Sen. Rothfuss said that he was concerned about the level of investigation and understanding of the sufficiency of local government websites and that there was not a level of proof that an additional workload to cities and counties would not add a level of cost. He said there needed to be further study on the cost and consequence of such action.

Sen. Ed Cooper said that in his district newspapers are the source of information and that it was imperative that this information remain there.

Sen. Ellis's amendment failed 10 to 17.

On third reading, Sen. Bill Landen said that in recent years the Corporations Committee had worked extremely hard to pass sunshine laws and that this was not the time to reverse that.

The WPA legislative committee is grateful for all the assistance received from members and

See PUBLIC NOTICES REMAIN page 12

"...he had received a lot of comments from constituents saying they did not want these notices taken away from their newspapers"

2021 WPA BOARD MEMBERS

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NEWS ORGANIZATIONS AWARDED GRANTS

COLLABORATIVE JOURNALISM INITIATIVE OFFERS \$2,000 FOR RESEARCH



**By Mark Jenkins,
Rhoads Scholar,
Wyoming Humanities**

Months before the January 6 insurrection at the U.S. Capitol in Washington D.C., it was clear America was becoming deeply polarized, radicalized and unable to find common ground on complex problems. Wyoming was not immune to this chaos and public displays of hatred and violence.

During the summer of 2020, Black Lives Matter parades pitted placard-wielding protesters against weapons-wielding citizens in Sheridan, Laramie and Jackson. On November 2, a Natrona County Commissioners health outreach session was interrupted and eventually ended by a cabal of loud, anti-science hecklers. Later that month, sheriffs in Teton County were harassed for trying to encourage mask wearing. On January 4, a former state representative led a mob of anti-maskers to the Wyoming Capitol steps where he burned his mask and declared “the governor is killing Wyoming.”

Without rational, respectful, evidence-based dialogue, our democracy is in grave danger. To this end, late last year, Wyoming Humanities established the Collaborative Journalism Initiative. Grants of \$2000 would be given to news organizations that researched and wrote stories that focused on “the challenges and opportunities for disparate groups in Wyoming to communicate effectively and come together to solve local problems.”

Eight news organizations were eventually awarded grants. Wyoming Humanities had a Zoom meeting March 3 with all the grant winners and learned about the stories they are working on, all of which will be published by May 1. Below is a preview:

WYOFIL

**Editor Katie Klingsporn,
writer Dustin Bleizeffer**

We are examining what's it like to live as a young person in Wyoming. Is there still a “youth exodus” contributing to a lack of talent in the workforce and culture, or can young people no longer afford to move away? For those young people who do envision a future in Wyoming, what does that look like and how do they plan

to make it? How do factors like economic opportunity, cultural diversity or outdoor amenities play into these decisions? And what efforts are underway to stem the tide of loss? We are interviewing young people of all backgrounds as well as representatives from University of Wyoming and other state leaders who are exploring “youth in transition.”

NEWCASTLE NEWS LETTER JOURNAL

Publisher Bob Bonnar

We are focusing on the impact legislative redistricting has had on the city of Newcastle. In 2012, the city was split into two different legislative districts and Weston County subsequently lost its state senator. We are examining the history of this decision, how it has changed the community, the manner in which local leaders engage with the community, and what the future holds for future redistricting.

CASPER STAR-TRIBUNE

**Editor Brandon Foster, reporters
Morgan Hughes and Ellen Gerst**

We are using the Natrona County Commissioners meeting in which members of the public shouted down health officials as a jumping-off point for our two-pronged project. In one story, we are exploring the idea of civic engagement through the lens of that chaotic event: Which parts of the population participate in local government and which are absent? How do you best deal with a “vocal minority?” Do incidents like this make community members less comfortable interacting with their local leaders and how do you give a voice to those who might represent a marginalized portion of the community?

In another story, we are focusing on media literacy, trying to discern what lessons local health experts have learned from attempting to explain science to the community during the pandemic: What is the best way to share factual information with residents in an easily digestible way? What should health officials do when some members of the community believe they have information that disproves health recommendations? How can communities overcome challenges with media literacy? How do you get public safety news to a home without cable or Internet or in homes where English is not the

See RESEARCH GRANTS AWARDED page 10

LEGISLATIVE REPORT

SF20 – Public records-personnel files

A bill that clarified the right of inspection for personnel files and opens them up to high-ranking state employees including the president of the University of Wyoming and community colleges, and directors of state agencies was defeated right out the door.

On March 10th, the Senate Judiciary Committee heard the bill, which included testimony from Dale Bohren, Publisher Emeritus of the Casper Star-Tribune, who was helping conceptualize the bill during the interim. Bohren stated that there are people paid with public funds who have a huge responsibility and impact in the state, whose behavior and job performance should not be shielded from the public.

Representatives from Wyoming Association of Municipalities (WAM) testified against the bill and said that it was a broad response to a specific issue concerning former president of UW Laurie Nichols. They said their main reason for opposing the bill was that there must be confidentiality in the process of hiring city managers and administrators. They stated there would be a chilling effect, and that cities would not get good candidates. David Frasier, executive director of WAM, said the bill was a “bad idea,” and that there would be significant and unintended consequences. “We live in a fishbowl as is.”

Sen. Kolb, who was the most outspoken legislator on the committee in favor of the bill, stated that people have a right to know. He said that sunshine is not a bad idea in this case because these people work for the public. He said the public is their boss, thus making their info public.

Sen. Nethercott said there was a lot of ambiguity surrounding the concept in general, but thought that any issues with the bill could be overcome through the process in the interest of sunshine.

Sens. Kost, French, and Cooper were the no votes against Nethercott and Kolb.

HB103 – Journalists-privileged communications

After passing through the House with amendments to the definition of a journalist and exceptions allowing disclosure, a bill commonly referred to as a shield law failed to pass the Senate Judiciary Committee on the 19th.

Chris Merrill, Wyoming Equality State Policy Center, testified in favor of the bill. He said that while the bill provides privilege to journalists and upholding the First Amendment, it was really

about protecting the whistleblower.

On behalf of the WPA and the Casper Star-Tribune, editor Josh Wolfson reiterated previous testimony from the House Judiciary Committee meeting, saying that the law ultimately protects the public’s right to know.

Also testifying from the WPA membership was Brian Martin, managing editor of the Wyoming Tribune Eagle. He drove home the point that the journalists given privilege in the bill were professional and legitimate reporters.

Jim Beck, Wyoming Broadcasters’ Association, said using a confidential source is a journalist’s last choice, not the first.

While there was no one from the public giving comment against the bill, it was the last one to be heard by the committee and time was pressing. The main concern expressed by Sens. Tim French and John Kolb was that there was no penalty to journalists for misconduct or violations of the shield law, and Sen. Ed Cooper expressed his concern of abuse of such a law.

No amendments were made to the bill and voting against it were Sens. Kolb, French and Cooper. Sens. R.J. Kost and Tara Nethercott were the yes votes, although Nethercott was not in attendance.

The WPA legislative committee sends a big thank you to Chris Merrill, Brian Martin and Josh Wolfson for their on-point, succinct and weighty testimony throughout the process.

SF91 – Probate-discovered property publication requirements

A bill relating to wills, estates and probate, states that notices required to be published shall be charged at a rate not to exceed the amount charged by a newspaper to counties under W.S. 18-3-518(a), at the lowest rate for display advertising or at the open local display advertising rate, whichever is less.

According to WPA Attorney Bruce Moats, there is no need for this bill as the statute (18-3-519) does not differentiate between government and private-party public notices. Both are governed by the statute limiting the charge. At first, the WPA did not see any issue with duplicating the law, however, after being advised by Moats, the WPA legislative committee became concerned that with its passage, it may lead to confusion from other private parties thinking that they could be charged at any rate the newspaper chooses.

The bill was referred to the Judiciary Com-

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We have the power to
keep you informed

We take seriously our responsibility to provide safe, reliable and affordable electric service to customers. We're also committed to providing accurate and timely information to Wyoming communities, news media and others.

Reach us anytime at our News Media Hotline, **1-800-775-7950**. For customer service, call toll free at **1-888-221-7070** or visit **rockymountainpower.net**.

From left: Tiffany Erickson and Dave Eskelsen

FRIENDLY REMINDER: PAY MEMBERSHIP DUES BY MARCH 31

The March 31 deadline for WPA 2021 membership quickly approaches. So far, the WPA has only received dues from fifteen newspaper members.

Invoices were mailed the beginning of February – if you did not receive yours please let the WPA office know.

Why is it important to pay your dues in a timely manner? We're glad you asked!

-1- WPA Membership to the National Newspaper Association is due in March.

The benefits of this membership are too numerous to list, but here are a few: Postal Counseling, Government Policy Representation, Business Laws Hotline, industry resources, discount on NNA Libel Shield Policy, shipping discounts, free yearly subscription to Publishers' Auxiliary, free access to Great Idea Webinars and database for increasing revenue + revenue support.

-2- FOI Hotline

The hotline was created in the 1990s

to assist reporters with public meetings and public documents questions. Reporters can call the hotline at any time to determine whether a document or meeting should be public and how to proceed if they are being denied access to either. It is a FREE service for our members.

-3- Public Notices

The WPA lobbies to keep public notices in your newspaper and keep your community and state government transparent. In 2018, we travelled to four interim committee meetings around the state pertaining to the public records act. We lobbied during the session to put down three bills that would have removed public notices from newspapers. We co-published the pamphlet, "Public Notices an American Tradition" with PRNC. We maintain free online access to public notices published in Wyoming newspapers.

-4- Advertising

The WPA staff is an extension of your ad department and works hard to enhance

revenue to your paper through display, on-line and pre-print advertising placements. Additionally, the total divided out to all the members in statewide program dividends was nearly \$50,000, putting the total advertising payout to member papers in the 2018 fiscal year over 1.3 million dollars.

-5- Conventions

The WPA puts on one of the best press conventions in the country! Members are provided the opportunity to network, participate in roundtables with peers, expand their knowledge, listen to incredible speakers and celebrate their accomplishments.

-6- Legal assistance

The WPA assists members when they find themselves in costly legal situations.

-7- Awards

The WPA celebrates the winners of the Pacemaker Contest by recognizing great work with plaques, trophies and certificates. The WPA also gives internship assis-

See **MEMBER DUES BENEFITS** next page



**BETTER,
TOGETHER.**

Strong communities better us all.
We give of our time and resources to
help make this a place we can all be
proud to call home.

See how we're involved at
blackhillsenergy.com/serving.

Black Hills Energy
Ready

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NDNA GRATEFUL TO WPA FOR JUDGING NEWSPAPER CONTEST

Thanks to all the WPA members who recently volunteered to judge the 2020 North Dakota Newspaper Association (NDNA) Better Newspaper Contest.

The NDNA was grateful for your invaluable help recognizing excellent work done by their member publications.

"It went very smoothly!" said Kelli Richey, marketing director for the NDNA. "Thank you!"

This year, 56 members of the WPA volunteered to judge the North Dakota newspapers, twenty more than last year's number

of volunteers who judged the Montana Press Association Contest!

The NDNA will return the favor and judge the WPA 2021 contest. Having our peers judge our contests is so important to keeping our association awards ceremonies vibrant and for honoring the hard work done by community newspapers.

If you were a volunteer and have feedback about how the judging process went, we'd love to receive it, so please don't hesitate to reach out to the WPA office.

MEMBER DUES BENEFITS CONTINUED FROM PREVIOUS PAGE

tance to three winning newspapers every year.

-8- WPA Newspaper Directory

We provide an up-to-date directory of all our newspaper members and distribute it regularly. Additionally, we work hard to keep you informed about industry news through our website, social media and e-bulletin.

-9- Insurance billing and advertising

We invoice over 1,100 insurance companies each year for the Wyoming Department of Insurance. Companies must pay a fee each year to keep in compliance with state statute. Also, per statute, the WPA creates and places informational ads in all legal newspapers every month.

-10- Press Passes

We produce, laminate and mail press passes per a publisher's request. At many events - in particular sports events - report-

ers and photographers now have to provide identification for access.

And there's much more. You have a vital organization, working for the benefit of the newspaper industry and it is owned by you.

We are employed by you, our members, and governed by you through a board of directors to work with you and for you.

Paying your membership dues keeps your company strong, stable and running smoothly.

Thrive in a connected world

Reach your audience anytime, anywhere with our integrated content, revenue, and engagement platform.



TN TownNews

Learn more at:
TownNews.com/Solutions

WHAT'S ADOBE THINKING?

START MAKING PLANS TO TRANSITION TYPE 1 FONTS



by Kevin Slimp
kevin@kevinslimp.com

“Out with the old and in with the new!”

We’ve all said it, and the idea of replacing outdated technology with something new is sometimes exciting, sometimes frightening. Keeping up with technology comes with a cost, however, and one of those costs is letting go of familiar, albeit antiquated, tools.

In 1994, I stood in front of an audience in Nashville, Tennessee and announced the Syquest drive would soon give way to the smaller, less expensive, Zip drive. The group almost laughed me out of the convention ballroom.

How many Mac users remember the SCSI interface? For that matter, how many PC users remember the parallel port? Does anyone remember the Apple FriendlyNet? Be careful before admitting it. You’re bound to age yourself.

Like many, I screamed (metaphorically) at the top of my lungs when it was announced that FireWire was going the way of the Syquest. How would we connect our external hard drives? Certainly not with USB.

My latest computer, a Macbook Pro, came with four ports, all the USB-C variety. How was I supposed to connect four external hard drives, three monitors, and all the other devices connected to my earlier computer?

Who knew we wouldn’t need cables much longer? The new \$28 speaker that arrived on my doorstep today is wireless. At the same time, it’s clearer and louder than the wired speakers I paid more than \$200 for six

years ago.

So, when GXpress managing editor Peter Coleman wrote to me all the way from Australia and asked if I would be writing something about Adobe’s recent announcement concerning Type 1 fonts, I felt like I was back in front of that convention audience in Nashville.

Yes, Peter, it’s true. Type 1 fonts are on their way out...at least as far as Adobe is concerned. Say it ain’t so, Adobe!

Okay, hang on. It’s not that bad. Remember VGA ports? What about DVD drives? We all thought Apple had lost its senses when they removed DVD drives. How would we install software?

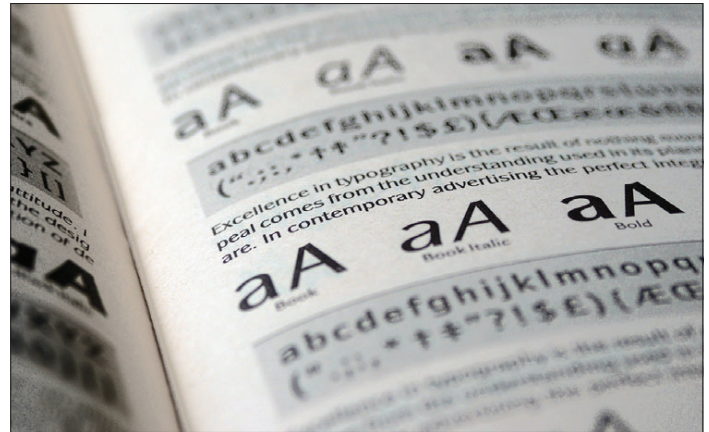
Don’t panic. You’ve got until 2023 to figure out what you’re going to do about fonts. I wouldn’t wait that long, however, if it were me.

Beginning January 2023, Type 1 fonts will no longer appear in Adobe font menus, nor will they operate in Adobe software. Existing Type 1 fonts in documents will appear as “missing fonts” when you open a document.

The good news is that fonts embedded into your PDF and EPS files are safe. They will still work when placed on a page in InDesign. However, don’t try to open them in Illustrator or Photoshop for editing. You’ll be welcomed with that same “missing fonts” error.

My advice:

- **Start planning now.** Don’t wait. Make a long-term plan for dealing with Type 1 issues in your documents. Some Adobe products, including InDesign, now remind you that you have Type 1 fonts when opening documents. It’s a regular occurrence on my screen.



- **Keep track of the Type 1 fonts** used in your workflow. When a message comes up, reminding you that you’re using a Type 1 font, take note. Within a few weeks, you should have a good idea of which fonts will need to be replaced.
- **Make a long-term plan** right away. Determine what to do about documents with Type 1 fonts. Your templates will require tweaking. Two years – well, less than two years now – will pass before you know it.
- **Consider a re-design.** It’s the perfect time to create new templates, while you are replacing fonts.
- **Begin replacing fonts.** Can’t live without Palatino? You’d better find an OpenType version of the font before 2023 arrives.

If you’re using Adobe products, and who among us isn’t, there are plenty of fonts to choose from in the Creative Cloud font library. That gives you a good place to begin. If you’ve purchased Type 1 fonts from Adobe and other foundries, contact them to learn if there’s an upgrade path to OpenType versions of the same fonts.

I suspect this could speed the move of some newspapers away from Adobe to other software options. Hundreds of newspapers have attended my recent Affinity webinars, and most say they’re considering a move away from Adobe software in the near future. I’m not recommending a move from Adobe software. But if you are considering a move to Affinity or something else, now is a good time to look seriously at your options. Let’s face it, if you’re replacing fonts and redesigning your templates, now might be the proper time to have a discussion about software.

It’s not the end of the world. The worst-case scenario is we have to spend a few hundred (or a few thousand) dollars and replace a few fonts. But like the move from Ethernet cables to wireless networks, the move away from Type 1 fonts has been a long time coming.

Gather your staff together. Consider your options and make a long-term plan. You’ve got a little more than a year. Don’t be surprised when 2023 arrives.

Catch Kevin’s upcoming webinar schedule at:
newspaperacademy.com

WHAT MAKES A GOOD HEADLINE?

"FOUR OUT OF FIVE READERS DO NOT GET FURTHER THAN THE HEADLINE"



By John Foust
Raleigh, NC

Imagine the editors of a prestigious news organization sitting around a conference table discussing a breaking story.

The story is written and all they need is a headline to convey its importance to readers.

Someone says, "I've got it. Let's use one word: 'Look.' We can give it more impact by making the two o's look like eyeballs." Everyone nods in agreement, and the headline runs.

Sounds ridiculous, doesn't it? But something similar must be happening in advertising conversations, because 'Look' has been a popular headline for years.

Popularity doesn't equal effectiveness. Even though it's frequently used, "Look" is one of the worst headlines you'll ever see. It's a product of lazy writing. It communicates nothing of value to readers.

The headline deserves more respect than that, because it is the most important part of an ad. Research shows that four out of five readers do not get further than the headline. Unfortunately, this means that only 20 percent of the people who read an ad headline will read any of the body copy.

In other words, headlines have a lot of weight to carry. Pick up any newspaper – or go to any online news site – and you'll find article headlines that reveal the subjects of those articles. As a result, you can make split second decisions on whether or not to read more.

Doesn't it make sense that the same should apply to advertising headlines?

The next time you write an ad headline, ask yourself three questions:

1. Does the headline tell readers what the ad is about? If your ad is selling banking services, say so in the headline. If you are selling kitchen remodeling, say so. If you are promoting furniture, say so.

We read at a glance. If readers can't determine quickly what an ad is about, they'll skip it completely.

2. Does the headline promise a benefit? There are several types of headlines: (1) those that promise a benefit, (2) those that provide news, and (3) those that surprise readers or arouse curiosity.

While each type is capable of winning readership and selling products, benefit headlines have been shown to be the most reliable choice. Just about every buying decision we make is driven by real or perceived benefits. That's why it's a good idea to create benefits-oriented advertising – and then put the major benefit front and center in the headline.

3. Is the language believable? Without believable language, our first two questions are not worth answering. Consider a hardware store ad which is headlined, "Fantastic savings on the world's best lawnmowers." To answer our first two questions, the ad is about lawnmowers and the benefit is that customers can save money. But the puffery kills the message.

Copywriters should avoid exaggerations and unsubstantiated claims in advertising. No one believes sweeping boasts like "fantastic," or "superior" or "best ever."

The right answers to these three questions can put your next ad in the top 20 percent. And you'll increase your chances of creating an ad that is worth a "look."

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

National Newspaper Association Foundation 2021 Better Newspaper Editorial Contest & Better Newspaper Advertising Contest

Early Bird Incentive Deadline: Entries must be submitted online before 11:59 p.m. April 30, 2021

Deadline: Entries must be submitted online before 11:59 p.m. June 25, 2021

Each year, NNA honors the best in community journalism in the Better Newspaper Editorial Contest and the best in community newspaper advertising in the Better Newspaper Advertising Contest. The BNEC and BNAC, together, make up the association's Better Newspaper Contest.

For more information and to enter go to:

<https://www.newspapercontest.com/Contests/NationalNewspaperAssociationFoundation.aspx>

HAVING TROUBLE OR HAVE A QUESTION ABOUT RULES?

Email Kate at kate@nna.org

Be sure to check out the new revenue tools from The Relevance Project. A key initiative of The Project is to create revenue tools to help community newspapers boost their sales efforts. To download the 2021 resources, go to: <https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>

The Relevance Project was founded in 2018 as a collaborative effort of newspaper associations across the continent. The Project seeks to corral the assets of community newspaper media and position them for relevance in a digitally focused world. At the core of its mission is to help newspapers become THE Community Forum for future sustainability as a business and contributor to transparent, responsible democracy.



LOCAL, LIKE YOU

And like you, we remain on the front lines.
Your newspaper is reporting the local stories of COVID-19
and providing vital information to our community.

Despite the many disruptions, we're in this for the long term.
We invite you to partner with us so trusted local journalism can prosper.
In return, you won't find anyone who cares more about your success than us.

Let's work together on solutions. We've got the engaged audience to share
your advertising messages. Our ad staff stand ready to help.
Give us a chance. We will impress.

We're Local. Like You!



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

RESEARCH GRANTS AWARDED CONTINUED FROM PAGE 2

primary language?

WYOMING TRIBUNE EAGLE

Editor Brian Martin

We are researching and writing two stories.

1) Talking with people of color who have run for elected office here in Cheyenne/Laramie County to gain an understanding of why they ran (did they see themselves represented in their community growing up? If so, did those people inspire them, and if not, is that one reason why they wanted to run when they grew up?), what representation means to them and how they think the color of their skin might have affected their campaign.

2) What are specific instances in Cheyenne history -- especially recently -- in which underserved communities have had a harder time being heard by their elected officials and/or gaining resources and amenities in their neighborhood that are already enjoyed by more wealthy (and white) neighborhoods?

DOUGLAS BUDGET AND GLENROCK INDEPENDENT

Editor Cinthia Stimson, writers Chase Vialpando and Zach Miners

We will be doing almost ten stories for this initiative. Here are their outlines:

1. "Lending a Helping Ann," single feature piece with photos

A local volunteer at a senior housing complex, Ann Rex, purchased a van with her own money so she can take senior citizens on short outings and longer trips. Rex noticed that when COVID and mandatory quarantining struck, depression rates rose in the seniors living in the complex. Rex has already taken them on a few outings, one to a local restaurant for free pie day, one to Casper. She has also given the seniors rides to appointments on several occasions. She has plans to take seniors out of state, possibly to Deadwood, South Dakota to go gambling this summer or to the Wind River Casino. Rex is a senior citizen herself (but don't tell her we said that). Will include speaking with several seniors about how this has improved their quality of life; what life has been like during the pandemic.

2. "Two Rainbows Home Care: The Calm After the Storm" single feature piece with photos

A mother and daughter team (Debbie and Sarah) started a home care business (cooking, cleaning, rides to appointments, health checks, basically whatever those homebound need). They serve clients in Douglas, but hope to expand throughout Converse County. The pair began the business at the start of the coronavirus, but not because of COVID -- because they have big hearts and they care about people. They strive to make friends with all of their clients, and they recently found a motorized scooter for one of their senior citizen clients (Jim), at no charge to him. Jim said he absolutely marvels at their compassion for others. The mother and daughter hope to continue to grow and expand their services, and spread throughout communities around Wyoming.

3. "Living With Abuse -- How the Danger is Exacerbated by a Pandemic." Three- to four-part series, with creative, artistic photos and/or graphics.

4. Spools R Us — Three local Glenrock residents are banding together to reuse discarded electrical spools from energy plants and farms, as well as landfills, to create wood crafts and furniture for the community of Converse County. Story will include information on what inspired the main person to start the group. Includes a photo.

5. Community novelist — Local Glenrock resident gets first novel published after 50 years (she started it 50 years ago and just recently finished it). Story includes a feature on her and a photo of her in her bedroom next to the computer she used to digitize and edit the original manuscript.

6. Local resident impacted by the energy bust, who works for a company that creates motors for oil/gas drill sites. Company was acquired by another and downsized, and he is being forced to relocate to Texas. Story includes still photos and video.

7. Local community resident working in the struggling oil and gas industry. He works as a derrick hand at an oil site. Was laid off earlier in the pandemic, and is working there again now, but struggling and considering a new line of work. Currently working with this source to try to

arrange a photo and/or video of him.

THE (RIVERTON) RANGER

Writer Katie Fritz

During the past year, the official government response to the COVID-19 pandemic on the Wind River Indian Reservation has been very different from the official response in other parts of Fremont County. Why? Is the divergence based on a difference in priorities, beliefs, or experiences among constituencies on and off the reservation? What are those priorities, beliefs, and experiences, and how did they contribute to such disparate perspectives or approaches? My story is attempting to understand the reasons behind the two different approaches.

THE SHERIDAN PRESS

Writer Ashleigh Snoozy

Ashleigh has already finished three stories for the Collaborative Journalism Initiative, all focused on the successes of the Center for Vital Communities in Sheridan Wyoming.

Read these stories here:

[Civic engagement: CVC promotes leadership, cooperation in Sheridan](#)

[Finding what works: CVC success hinges on human potential](#)

[Buy-in: Community finds own solutions through study circles](#)

Mark Jenkins is the Resident Scholar for Wyoming Humanities. A critically acclaimed author and internationally recognized journalist, Jenkins covers politics, geopolitics, ethics, adventure and the environment. Among hundreds of stories, he has written about landmines in Cambodia, the war in Eastern Congo, the loss of koalas in Australia, global warming in Greenland, ethnic cleansing in Burma and climbing Mt. Everest in Nepal. The Hard Way columnist for Outside magazine during the first decade of this century, for the past dozen years Jenkins has been a contributing writer for National Geographic Magazine. His work has won numerous awards. He is the author of four books and his work has appeared in dozens of national and international magazines.

15 TIPS ON WINNING BACK ADVERTISERS

Never give up when a major advertiser quits.

Here is a series of suggestions on how to win a return:

1. Be thorough in constructing both sides of the departure: put yourself in the shoes of the advertiser and list its known reasons; then, hear out your ad team, especially the sales representative assigned to the account. Facts, not feelings.
2. Analyze the lists for strengths and weaknesses, opportunities and further challenges. Here, you can speculate in pursuit of more facts.
3. Get to the decision-maker and secure a meeting ASAP to learn more about the reasons.
4. Dig into the advertiser's key performance indicators. Then, rank them by importance. Was the advertiser, for example, focused on driving traffic to its store, or was it more interested in getting email addresses or text numbers for a digital campaign? Match your follow-up conversation and pitches to these customer-desired metrics.
5. If it's a chain with outside-your-market ownership, strengthen the newspaper's relationship with local managers who know your market. Are they good advocates for you? If so, further improve. If not, focus here.
6. Secure research and data that support your value. Local market research is the best.
7. If local market statistics don't exist, tap the research that regional and national organizations have compiled to show newspaper effectiveness.
8. Know your competition, especially if they've gained your advertiser. Where can you show you're better? Use discretion here, as merely badmouthing a competitor may backfire. Make it about your strengths knowing a noted point can be compared to a competition's shortcoming.
9. Save all reader reaction when it's discovered the advertiser decided to leave you. Ask readers how they used the ads to make shopping decisions. Compile and share with the advertiser to press your point further.
10. Refrain from blasting the advertiser in public. Others will note that for future reference.
11. Get creative. It's always amazing just how many advertisers are surprised by your strong digital products. Repackage your advertising solutions with a multi-media approach to offer different solutions.
12. Come up with a new campaign for the advertiser. Surprise them.
13. Consider finding a middle ground apart from, say, a store's sale ads. Many businesses support local charitable efforts. Offer to partner there in terms of a sponsorship where you are hired to help inform what the non-profit group is doing. (Label this sponsored content to distinguish from news coverage.)
14. Invite them in to your office (works best when there isn't a pandemic shutdown) to meet your staff. Suggest they watch a news decision meeting in action. Let the advertiser see the local residents working at the newspaper, which depends on ads to pay salaries and other bills.
15. Keep at it. It could take multiple pitches. Walk a fine line between being a pain in the neck and professionally persistent. But each time you knock, you could pick up added insight.

Winning back an advertiser makes for a great victory. Here's to more happy days.

Relevance Project



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PEOPLE AND OTHER STUFF

Wyoming Newspapers, Inc., Publisher **Rob Mortimore** has announced that “The local newspaper press is back in business.” After a business decision moved his printing operations to Cheyenne in 2019, Mortimore found it would be mutually beneficial to bring press operations back to Torrington. The press operations will bring back five full-time jobs to the area.

CLASSIFIED

The **Douglas Budget** and **Glenrock Independent** have entry-level and experienced openings for general assignment / hard news reporters and a photojournalist – as well as summer internships – available. Various start dates, so we can be flexible with your schedule this spring and summer, and both full and part-time flexibility. FT sports reporter position also is available now but must be filled before mid-August. Contact Publisher Matt Adelman, publisher@douglas-budget.com <mailto:publisher@douglas-budget.com>, (307) 358-2965 for more information or to submit resume and writing/photography/design clips.

LEGISLATIVE REPORT

CONTINUED FROM PAGE 3

mittee, but Friday, March 19 was the last day for bills to come out of committee and it was not brought up for hearing by the committee chair. Therefore, the bill is considered dead.

SF23 – Public meetings-executive session for security plans

This is a bill related to an exemption on the open meetings law when discussing safety and security planning. The bill was originally brought up during the 2020 legislative session, and the WPA was genuinely concerned with the broad language that had been drafted. The bill was sent to WPA attorney Bruce Moats for his recommendation. Moats narrowed the language to help ensure the exemption would not be used outside its intention and the WPA presented it as an amendment during the session. It was adopted, garnering our support as it moved to the House. When it reached the House Corporation Committee, however, the motion to pass the bill failed. The language the WPA wrote for the bill remained in its draft form when the judiciary committee took it up during the interim. To be consistent, the WPA legislative committee did not oppose the bill.

The bill breezed through the Senate and was heard by the House Judiciary Committee March 17. Sen. R.J. Kost presented the bill and answered questions regarding its language and the difference to current statute for executive session pertaining to such discussions.

§ 16 4 405. (i) With the attorney general, county attorney, district attorney, city attorney, sheriff, chief of police or their respective deputies, or other officers of the law, on matters posing a threat to the security of public or private property, or a threat to the public's right of access.

The main reason given for the new exemption was that many small governmental entities did not have access to or the resources for an attorney to attend such discussions.

Testifying in favor of the bill was WAM and the Wyoming School Board Association. The Corporations Committee passed the bill unanimously (with one absent). And, as of March 25, SF23 had passed House CoW on second reading.

PUBLIC NOTICES REMAIN

CONTINUED FROM FRONT PAGE

staff. Newspapers ran great editorials and house ads opposing the legislation and fighting for the people's right to know. Additionally, they sent information to the WPA office needed on readership and testimonials from readers or stories about the results of running notices in newspapers. Many publishers reached out to their local representatives, and those on-the-ground conversations with them were critical to defeating SF17.

The WPA is also incredibly thankful to our legislative committee chairman Jim Wood and lobbyist Jonathan Downing, for the invaluable work they did to get the ‘no’ votes needed to kill the bill in the Senate.

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